

Message Text

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TAGS: BBSR, JA

SUBJECT: OMR AND TRADE SHOW ON LIGHT AIRCRAFT, AVIONICS, AND
GROUND SUPPORT EQUIPMENT - JAPAN

REF: A) STATE 246540; B) TOKYO 13348; C) TOKYO 896; D) STATE 5506

1. COMMERCIAL ATTACHE, AVIATION OFFICER, AND MARKET RESEARCH
OFFICER QUESTION THE USEFULNESS OF OMR ON LIGHT AIRCRAFT IN JAPAN.
JAPAN HAS LESS THAN ONE THOUSAND NON-COMMERCIAL AIRCRAFT, HAS
LIMITED FACILITIES FOR THEM, AND SUBTLY DISCOURAGES PRIVATE FLYING.
MAJOR U.S.FIRMS ARE REPRESENTED HERE AND END-USERS ARE GENERALLY
FAMILIER WITH U.S. SOURCES. SIZE OF MARKET IS NOT LARGE ENOUGH TO
WARRANT EXPENDITURES FOR RESEARCH IN UR OPINION.

2. EMBOFFS ALSO QUESTION USEFULNESS OF AVIONICS AND GROUND SUPPORT
EQUIPMENT SHOW SCHEDULED FEB.-MAR. 1979 AT TRADE CENTER REFTEL A)
FOR SAME REASONS STATED ABOVE.

3. EMBASSY FEELS FUNDS FOR RESEARCH AND SHOW WOULD BE BETTER SPENT ON
IN-DEPTH CONSUMER GOODS SURVEY.
MANSFIELD

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Message Attributes

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